**Listing of the Claims**

1-18. (Canceled).

19. (Currently amended) A computer-implemented method of returning customized information from a <u>specified database comprising a</u> computer-readable storage medium in response to requests about a specific tangible object having attributes, the method comprising:

~~receiving at a computer a first request from a first venue for information on the~~ ~~specific tangible object in inventory;~~

<u>generating a first view of the specific tangible object for the first venue by,</u>

~~reading~~ <u>accessing</u> a representation of the tangible object ~~from the computer-~~ ~~readable storage medium~~ <u>in the specified database</u>, the representation including <u>a</u> <u>plurality of</u> attributes of the specific tangible object[[;]]<u>,</u>

<u>selecting from the plurality of attributes of the specific tangible object, a first</u> <u>set of attributes to be included in the first view using a first rule associated with the</u> <u>first venue,</u>

generating [[a]] <u>the</u> first view of the specific tangible object ~~wherein the first~~ ~~view is generated by applying a first rule associated with the first venue to the~~ ~~representation of the specific tangible object such that the first view includes only~~ ~~attributes in compliance with the first rule;~~ <u>comprising the first set of attributes, and</u>

~~returning~~ <u>transmitting</u> the first view to the first venue<u>,</u>

~~receiving at the computer a second request from a second venue for information on~~ ~~the same specific tangible object;~~

<u>generating a second view of the specific tangible object for a second venue by,</u>

<u>accessing the same representation of the same specific tangible</u>
<u>object in the same specified database, the representation including the</u>
<u>same plurality of attributes,</u>

<u>selecting from the plurality of attributes, a second set of attributes to</u>
<u>be included in the second view using a second rule associated with the</u>
<u>second venue, wherein at least one attribute in the second set is not</u>

included in the first set,

generating [[a]] the second view of the same specific tangible object ~~wherein the second view is generated by applying a second rule associated with the second venue to the same representation of the same specific tangible object read from the same computer-readable storage medium such that the second view includes only attributes in compliance with the second rule, and wherein the second view differs from the first view in that at least one attribute included in the second view is not included in the first view;~~ comprising the second set of attributes, and

~~returning~~ transmitting the second view to the second venue.


20. (Previously presented) The method of claim 19, further comprising:

receiving at the computer attributes corresponding to the specific tangible object; and

storing attributes corresponding to the specific tangible object in the computer-readable storage medium.


21. (Previously presented) The method of claim 19, wherein the specific tangible object is an automobile.


22. (Previously presented) The method of claim 19, wherein the venues are websites accessible by users at remote locations.

23. (Currently amended) The method of claim 19, wherein one of the attributes is an identifier and wherein the method further comprises:

receiving at the computer a third request from a third venue for information on the same specific tangible object; and

generating a third view of the same specific tangible object, wherein the third view is generated by applying a third rule associated with the third venue to the representation of the specific tangible object read from the same ~~computer-readable storage medium~~ <u>database</u>, and wherein the third rule excludes from the third view the representation of the specific tangible object and all attributes thereof based on the identifier.

24. (Previously presented) The method of claim 19, wherein one of the attributes includes first and second values,

wherein the first view includes the first value and excludes the second value in compliance with the first rule; and

wherein the second view includes the second value and excludes the first value in compliance with the second rule.

25. (Currently amended) A computer-implemented method of returning customized information from a database in response to requests about a specific tangible object having <u>a plurality of</u> attributes, <u>the database comprising a computer-readable storage medium,</u> the method comprising:

storing a first attribute having first and second values in [[a]] <u>the</u> database, the first attribute corresponding to the specific tangible object;

receiving at a computer a first request from a first venue for information on the specific tangible object in inventory;

generating a first view of the specific tangible object <u>by,</u>

<u>accessing a representation of the specific tangible object in the database, the representation comprising a plurality of attributes,</u>

~~wherein the first view is generated by~~ applying a first rule associated with the first venue to the ~~representation of the specific tangible object and associated~~ <u>plurality of</u> attributes ~~stored in the database and wherein the first view comprises~~ <u>to</u>

select a first set of attributes therefrom, wherein the first set of attributes includes the first value of the first attribute and excludes the second value of the first attribute in compliance with the first rule[[;]],

generating the first view comprising the first set of attributes, and

returning the first view to the first venue[[;]],

receiving at the computer a second request from a second venue for information on the same specific tangible object;

generating a second view of the same specific tangible object by,

accessing the same representation of the same specific tangible object in the same database, the representation comprising the same plurality of attributes,

wherein the second view is generated by applying a second rule associated with the second venue to the same representation of the same specific tangible object and associated plurality of attributes stored in the same database, and wherein the second view comprises to select a second set of attributes therefrom, wherein the second set of attributes includes the second value of the first attribute, different from the first value, and excludes the first value of the first attribute in compliance with the second rule,

generating the second view comprising the second set of attributes, and

returning the second view to the second venue.


26. (Previously presented) The method of claim 25, further comprising:

receiving at the computer attributes corresponding to the specific tangible object; and

storing attributes corresponding to the specific tangible object in the database.


27. (Previously presented) The method of claim 25, wherein the specific tangible object is an automobile.


28. (Previously presented) The method of claim 25, wherein the venues are websites accessible by users at remote locations.

29. (Previously presented) The method of claim 25, wherein one of the attributes is an identifier and wherein the method further comprises:

receiving at the computer a third request from a third venue for information on the same specific tangible object in inventory; and

generating a third view of the same specific tangible object, wherein the third view is generated by applying a third rule associated with the third venue, and wherein the third rule excludes from the third view the representation of the specific tangible object and all attributes thereof based on the identifier.

30. (Previously presented) The method of claim 25, wherein the first view includes a second attribute in compliance with the first rule; and

wherein the second view includes a third attribute and excludes the second attribute in compliance with the second rule.

31. (Previously presented) The method of claim 25, wherein the first attribute is a price of the specific tangible object and the first and second values are different monetary values.

32. (Currently amended) A computer-implemented method of returning customized information from a database in response to requests about specific tangible objects, wherein the database comprises a computer-readable storage medium upon which representations of the specific tangible objects are stored, each representation comprising respective attributes of the specific tangible objects including an identifier, the method comprising:

receiving at a computer a first request from a first venue for information on [[the]] specific tangible objects in an inventory;

generating a first view of the specific tangible objects, wherein generating the first view comprises

selecting a first set of specific tangible objects from the objects in inventory for inclusion in the first view by applying a first rule associated with the first venue to the representations of the specific tangible objects stored in the database,

wherein the first set of objects includes only those objects having identifier attributes that are in compliance with the first rule, and

selecting one or more attributes of the representations of the first set of objects for inclusion in the first view by applying a second rule associated with the first venue to the representations of the first set of specific tangible objects, wherein only those attributes conforming to the second rule are included in the first view; returning the first view to the first venue;

receiving at the computer a second request from a second venue for information on the objects; and

generating a second view of the specific tangible objects, wherein generating the second view comprises

selecting a second set of specific tangible objects from the objects in inventory for inclusion in the second view by applying a third rule associated with the second venue to the same representations of the same specific tangible objects stored in the same database, wherein the second set of objects includes only those objects having identifier attributes that are in compliance with the third rule, and

selecting one or more attributes of the representations of the second set of objects for inclusion in the second view by applying a fourth rule associated with the second venue to the second set of representations of the specific tangible objects, wherein only those attributes conforming to the fourth rule are included in the second view, and wherein the second view differs from the first view in that at least one attribute of the representations of the specific tangible objects included in the second view is not included in the first view; and

returning the second view to the second venue.


33. (Previously presented) The method of claim 32, further comprising:
receiving attributes corresponding to the specific tangible objects; and
storing attributes corresponding to the specific tangible objects in the database.


34. (Previously presented) The method of claim 32, wherein the specific tangible objects are automobiles.

35. (Previously presented) The method of claim 32, wherein the venues are websites accessible by users at remote locations.

36. (Canceled).

37. (Previously presented) The method of claim 32, wherein generating the first view further comprises:

applying a fifth rule associated with the first venue, wherein the fifth rule causes the first view to include in the first view only values of attributes of the representations of the specific tangible objects in the first set of objects that are in compliance with the fifth rule; and

applying a sixth rule associated with the second venue, wherein the sixth rule causes the second view to include in the second view only values of attributes of the representation of the specific tangible objects in the second set of objects that are in compliance with the sixth rule, such that the second view includes attribute values different from the first view.